

Message Text

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PAGE 01 LONDON 14087 312006Z
ACTION EUR-12

INFO OCT-01 ARA-14 ISO-00 EB-08 OES-09 /044 W
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UNCLAS LONDON 14087

E.O. 11652: N/A
TAGS: BBSR, UK, VE
SUBJECT: OPERATIONS MARKET RESEARCH: POLLUTION CONTROL
EQUIPMENT, VENEZUELA

REF: STATE 200926

1. FOUR OF SEVEN INVITED FIRMS SUBMITTED BIDS. METRA
CONSULTING GROUP LTD., SIRA INSTITUTE LTD. AND OVERSEAS
MARKET RESEARCH LTD. FAILED RESPOND. BIDS RANGE FROM
4,500 TO 13,500 POUNDS STERLING.

2. FOLLOWING IS RESUME OF BIDS SUBMITTED; ALL QUOTED IN
STERLING:

A. PLANNING RESEARCH & SYSTEMS LTD. (PRS): 4,500.
MINIMUM OF 40 PERSONAL AND 50 PHONE INTERVIEWS PLANNED.
FIRM COMPLETED USDOC POLLUTION CONTROL EQUIPMENT STUDIES
FOR FRANCE AND U.K. AND HAS RECENTLY UNDERTAKEN RESEARCH
PROJECTS IN VENEZUELA. RESEARCH WOULD BE CONTROLLED BY
VANESSA SCHOLFIELD, MANAGER OF BUSINESS STUDIES, WHO
HAS JUST RETURNED FROM A DIESEL ENGINE PROJECT IN
VENEZUELA. PERSONNEL ENGAGED IN RESEARCH WOULD BE JANE
RUTHERFORD (WHO COMPLETED USDOC METROLOGY STUDY); BILL
ASHTON, MALCOLM SUMMERFIELD AND ELENA AMASANTI. PRS
COULD COMPLETE STUDY WITHIN REQUIRED PERIOD.

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B. TACTICAL MARKETING LTD. (TML): 4,800. MINIMUM OF
40 PERSONAL INTERVIEWS ENVISAGED. PERSONNEL INVOLVED IN
RESEARCH WOULD BE DIRECTOR, DAVID FARTHING; LEONARD
TRIMBY, GROUP RESEARCH CO-ORDINATOR, WHO HAS KNOWLEDGE
OF ENVIRONMENTAL AND POLLUTION CONTROL EQUIPMENT; AND
ALEXANDRA KING, U.S.-BORN BUSINESS STUDIES GRADUATE.
TML RECENTLY COMPLETED POLLUTION CONTROL EQUIPMENT STUDY

FOR METRONEX STATE TRADING ENTERPRISE OF WARSAW, AND
USDOC AGRICULTURAL EQUIPMENT RESEARCH IN VENEZUELA. IT
CURRENTLY HOLDS USDOC ANNUAL CONTRACT FOR U.K.

C. PA MANAGEMENT CONSULTANTS LTD. (PA): 9,000. FIRM
BELIEVES MINIMUM OF 70-80 INTERVIEWS SHOULD BE CARRIED
OUT, AT LEAST 80 PERCENT OF WHICH WOULD BE PERSONAL.
PA HAS RECENTLY COMPLETED SEVERAL STUDIES IN VENEZUELA
AND ITS SPECIFIC EXPERIENCE IN POLLUTION CONTROL FIELD
IN EUROPE IS GOOD. STAFF ASSIGNED TO THIS PROJECT WOULD
BE COLIN O'HALLORAN, MICHAEL MARSHALL, MICHAEL DEARDEN
AND ROBERT MEADOWS, ALL OF WHOM, EXCEPT THE LATTER,
APPEAR TO HAVE USEFUL KNOWLEDGE OF VENEZUELA. DUE TO
PRESENT COMMITMENTS, HOWEVER, PA NOT IN POSITION TO
COMMENCE STUDY UNTIL LATE OCT./EARLY NOV., WHICH BRINGS
PROJECTED COMPLETION DATE TO JAN. 1979.

D. ENVIRONMENTAL CONTROL CONSULTANCY SERVICES LTD.
(ECCS): 13,500. 50-80 PERSONAL INTERVIEWS PROPOSED.
FIRM SPECIALISES IN POLLUTION CONTROL FIELD AND HAS
EXTENSIVE INDUSTRY KNOWLEDGE. PERSONNEL ASSIGNED TO
RESEARCH WOULD BE DIRECTOR, DENNIS ANDERSON, WHO IS
CHAIRMAN OF WATER & ENVIRONMENTAL GROUP, AND CHAIRMAN OF
EUROPEAN FEDERATION OF CHEMICAL ENGINEERING PANEL ON
ADVANCED WASTES TREATMENT TECHNOLOGY; MARSHALL
ASKEW, CHARTERED CHEMIST; AND DR. R.H. MARKS, CHARTERED
CHEMIST AND ENGINEER, ALL OF WHOM HAVE EXCELLENT BACK-
GROUNDS IN POLLUTION CONTROL FIELD. ECCS COULD MEET
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DEADLINE.

3. BID SUMMARY & RECOMMENDATIONS:

A. DESPITE UNDOUBTED QUALIFICATIONS BACKING PA AND
ECCS, PRICES UNFORTUNATELY HIGH IN TERMS BUDGET
ENVISAGED. ALSO, PA'S DIFFICULTIES MEETING SCHEDULED
DEADLINE COULD RAISE PROBLEMS.
BOTH PRS AND TML HAVE PRODUCED REASONABLE PROPOSALS AT
REALISTIC PRICES, BUT EMBASSY FEELS PRS HAS EDGE.
PRS COMPLETED USDOC POLLUTION CONTROL EQUIPMENT STUDIES
IN U.K. AND FRANCE, AND STAFF MEMBER WHO WILL CONTROL
RESEARCH FAMILIAR WITH VENEZUELA AND DIFFICULTIES
RELATED TO UNDERTAKING RESEARCH IN THAT COUNTRY.
TML BID, AT 300 POUNDS MORE THAN PRS, CARRIES FIRM'S
RECENT EXPERIENCE IN VENEZUELA ON USDOC AGRICULTURAL
EQUIPMENT STUDY.
B. RECOMMEND PRS DUE PRICE AND RELATED EXPERIENCE, WITH
TML AS SECOND CHOICE.

4. BID DOCUMENTS AIRMAILED IUSDOC AUG. 31. STREATOR

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